

TTC Meeting
March 17, 2009
4:00 PM – Community Center

Voting members in attendance: Bob Hart, Morgan Murri, Janis Moomaw, Pam Schoemig, Jim Smith, Daniel Gonzales, Suellen Loher, Dan Rosenblatt, John Harper, Angel Pruitt

Non-Voting Members present: Jennifer Green, David Mitchem, Jon Johnson (to be appointed by Town Council)

Absent: None

Others Attending: Bill Hudson, Carmen Hubbs, Crista Munro

1. Call to order
2. Determination that a Quorum was in attendance
3. February minutes – Janis motioned to approve; Daniel seconded
4. Chairman's Report
 - a. Bob wants to appoint 2 subcommittee chairs:
 - i. Marketing – Dan Rosenblatt; Local Collaboration – Morgan Murri
 - b. Morgan has been recommended as vice chair – Bob nominates, Daniel seconded, no opposition
 - c. Dan Rosenblatt volunteered as treasurer, John motions, no opposition
 - d. Jim motions Jon Johnson as secretary, motion passes, no opposition (official when Town Council approves his TTC board seat)
5. Treasurer's Report / Budget Committee – Need to adjust hours for Jennie to at least 30 per week; PR budget could be reduced; Jim motions, Daniel seconds to get Jennie 30 hours per week; Need to determine future with PR from Barnhart
6. Subcommittee Reports
 - a. Events Subcommittee:
 - i. Events went to top of meeting (since Janis and Angel had to go to parade)
 - ii. Crista has requested response from David Mitchem regarding whether FolkWest can collect lodging tax for campsites – committee recommends \$7000 if we receive lodgers tax from campsites, \$6000 if no tax collected; Crista petitioned to receive full funding regardless of tax collected
 - iii. FolkWest collects \$20 for each of the 1200 campers
 - iv. Morgan recommended the full amount is funded; committee recommends full amount funded

- v. Archuleta County Victims Assistant's Program - Duathlon
 - vi. Morgan expressed concerns about event not bringing lodgers to the area
 - vii. Carmen spoke – 3rd year underway, adding mini-du (family friendly for children, ½ duathlon will attract more athletes
 - viii. Requesting \$2000 – Morgan recommended TTC fund the full \$2000 requested, funding approved; one voted in opposition.
- b. Fulfillment Pkg Committee - Jim Smith – Guide should be ready on April 15th; considered Pagosa Pages to be included in VC mailings – the initial negotiation made this the only mailing on behalf of the VC.
- i. Concerns that multiple pieces will clutter packages – many linked the inclusion of coupons would be value add
 - ii. Jennie to consider adding check box on website to request summer vs. winter guide
- b) Marketing / Website – Dan / Jennie – postage stamp – doesn't get stamped in town; considering developing Pagosa stamp to possibly resell – mktg committee will discuss further and present a plan
- i. Website update discussion – incorporate interns to help clean up
 - ii. What role does visitor center play in website updates?
 - iii. See coordinators report for additional detail
- c) PR – video contest – launched; determining best way to move forward with Barnhart
- d) Events - Janis – covered previously (see above)
- e) Logo – Logo download instructions will be uploaded on google collaboration
- f) Visitor Center Report – Mary Jo – not in attendance due to tradeshow
- g) Out of the Box –
- i. Stamps
- h) Lodging Occupancy Reports – decrease in 10, increase in 15; hotels and RVs are down – most others are flat or slightly up; Daniel sending info to David to obtain reports from other 9 properties
- i) Lodging Tax Audit – Daniel / Pam – where to start? TTC to approach town regarding audits; David suggests and introductory letter to help begin process; does the town need to handle this?
- j) Local Collaboration – make contact w/ Wyndham
- k) Capital Projects – Suellen looking in to certain projects; David needs to review charter – river walk or wayfinding plan
- i. David mentioned that we need to finish trail system; funding is an issue
 - ii. Town council will be working on a capital improvements this summer
 - iii. Decided that Suellen should meet with consulting company – when selected
- l) Viral Marketing – West – things are underway
- m) Fireworks – David Mitchem has requested that TTC help fundraising effort for fireworks - \$20,000; Wyndham has offered \$3k-\$5k, Realtors have offered a few dollars, where else?
- i. Marketing committee has volunteered to work on ideas

7. TTC Coordinator Report – please read report

8. Old Business

- a) Gateway discussed – Meeting with all involved scheduled for Early April
- b) All board members in attendance

9. New Business

- a. John Harper suggested PR ideas to locate “best of” lists; Bob asked he bring a plan to next meeting
- b. John also suggested a Customer Service video – should we purchase (encourage lodgers and restaurants to view) – John to provide more information

10. Meeting adjourned